

WOW SHOWMANSHIP WINS

May Streamlines WOW's News Period

WOW's news department is going to enter 1938 with a brand new streamline model News Tower.

Foster May, editor of the WOW News Tower and veteran newscaster, has spent four years preparing and presenting news broadcasts in this territory. When interviewed concerning his "streamlined newscasts," he had this to say:

New Style

"It has seemed to me during the past few years that radio news, including our own, has always been rather formless—presented without much of a definite pattern. It has been the custom for a majority of news editors to simply prepare their newscasts from a collection of news dispatches and stories, and present them in an unrelated, unprogrammed fashion. I believe the time has come for radio newscasts to develop a format—a style sheet—just exactly as a newspaper would do. News, in my opinion, has never been sufficiently programmed. Therefore, we propose to make of each WOW newscast a complete, integrated programmed package of news. Of course, this is more or less in the nature of an experiment and it remains to be seen how the public will accept it in lieu of the old hit-and-miss unrelated bulletin story style."

Audience Considered

In explaining his new setup, News Editor May said that each period has been studied and analyzed as to type of listening audience, receptive conditions of audience and general factors having to bear on the reception of news at particular time of the day.

Two definitely untried experiments will be introduced—one of them a news index, which will be a story at the beginning of two of the daily News Towers, and will outline in brief, terse fashion the type of stories to be covered in that newscast. Another is the year-ago-today feature, to be covered each night on the late 10:30 News Tower.

O'Brien Finds Radio More Important Here

Howard Vincent O'Brien, nationally-known editorial writer for the Chicago Daily News, sees "an increasing importance of radio" in Omaha. In a copyrighted editorial in his paper November 9, O'Brien ascribes this increased importance to what he terms a "journalistic vacuum" in Omaha.

"Rest Period" Popular With WOW Workers

WOW's clerical staff thoroughly enjoys the new "rest period" rule for Woodmen of the World Life Insurance Society employees. Every morning at 10 and every afternoon at 3 the lights are turned down and all the workers must relax for five minutes.

Peterson Tells How WOW Covers News

Station WOW now has the manpower and facilities for gathering news from all over the world, just like a metropolitan newspaper, Howard O. Peterson, WOW promotion manager, told Creighton journalism students in a talk December 8. About 50 members of the Creighton Press club attended.

HAPPY NEW YEAR



"Happy New Year!" says pretty Patsy Neal, 5-year-old guest star recently on "Uncle Tom's Playhouse," the Saturday morning WOW feature. And WOW's staff joins Patsy with a lusty "amen!"

Bill Hay Stays With Amos 'n' Andy

Bill Hay, announcer for "Amos 'n' Andy" for eight years, has been signed to continue his work when the famous blackface team goes to work for Campbell Soup, January 3. Hay got his start in radio at the old station, KFKX, at Hastings, Neb. He is a native of Dumfries, Scotland.

To the Readers of the Radio News Tower:

We should do the first thing first, and, therefore, I take this opportunity of wishing you a happy and prosperous New Year. We are delighted with the reception which the "Radio News Tower" has received from the listening public and we are more than delighted at the reception which the Radio News Tower has received from the reading public.

We think there are many advantages in the Radio News Tower, because it not only takes to our listeners a reminder of our continuance on the air, disseminating news several times a day, but gives them the opportunity of physically visualizing some of the characters who go to make up the programs and brings them in close support with the advertising public.

We are happy to advertise the goods, wares and merchandise over radio station WOW, because we feel that in so doing we are a positive benefit to our listeners, as well as having the happy privilege of bringing together the buyer and seller in mutual understanding and confidence.

For the moment we are laying aside the doubts and fears on economics, which so easily beset us, and tie our faith to the chariot of progress, believing that in its ultimate conclusion, our country, and our people, shall find peace and happiness.

Sincerely and fraternally,

De E. Bradshaw

President, Woodmen of the World Life Insurance Society.

Variety Award For 1937 Goes To WOW

WOW is the 1937 recipient of one of the highest and most coveted honors possible for any radio station—the "Variety" plaque for superiority in "radio showmanship."

The awarding of the plaque to WOW brought forth congratulatory messages from station managers throughout the nation. In Omaha it was the signal for local recognition of WOW's efforts during the past 14 years. Nationally the radio trade press generously approved of the award and took pains to point out the WOW achievements which earned the distinction.

Congratulatory Luncheon

The Omaha Chamber of Commerce, in recognition of the showmanship award, staged a luncheon at which speakers paid glowing tributes to WOW, and the Woodmen of the World Life Insurance Society, which owns WOW.

The Omaha World-Herald called attention to the honor by publishing a photograph of Variety's representative, John Quinn, presenting the plaque to John Gillin Jr., manager of WOW.

The true significance of being selected by "Variety" can be appreciated only by those who are familiar with this magazine.

"Variety"

"Variety" for many years has been the leading theatrical trade journal of the world. It has been frequently called "The showman's bible." Its columns have always been the supreme authority on all matters pertaining to the "show biz." To be praised by Variety has always meant success for any act on any circuit.

Likewise a bad review of any performance in "Variety" has always been considered important enough to relegate the performers "panned" to oblivion.

"Variety" has never been a backslapping publication. It has leaned more toward the pants-kicking type. When radio moved into the show business, "Variety's" farsighted editors immediately assumed the same relative importance in radio as it has in the old days of the footlites and mellerdramas.

Today "Variety" is also the radio man's "bible." Its voice is authoritative and effective in radio.

So when "Variety" honors some station—WOW in this case—for "showmanship," it really means something!

Bradshaw Speaks

Some idea of the true definition of "showmanship" and its importance was pointed out at the Chamber of Commerce luncheon by De Emmett Bradshaw, president of the Woodmen of the World, who acknowledged the luncheon speakers' tributes.

"Showmanship" enters into every phase of life every day for every one of us," Mr. Bradshaw said. "Consciously or otherwise all of us strive to improve our showmanship, in our daily appearance, tasks and actions."

Mr. Bradshaw added that it takes a good showman to succeed these days. He pointed to WOW's beautifully-appointed studios as an example of WOW's showmanship.

"We believe in showmanship first because it is a definite advantage to our own business," he said, "and, secondly, because it is a good thing for this city, which we affectionately call our home town."

In citing another example of good showmanship, Mr. Bradshaw called attention to the work of John Gillin, Jr., manager of WOW.

(Turn to page 2, column 4)

De E. Bradshaw Accepts Variety Plaque



Several hundred Omahans attended the Chamber of Commerce luncheon when De Emmett Bradshaw, president of the Woodmen of the World Life Insurance Society, formally accepted the "Variety" showmanship plaque. Photo shows Mr. Bradshaw taking the plaque from John Quinn, "Variety" representative, as William Ruess, WOW personnel director (right), and John Gillin, Jr., manager of WOW (extreme left), look on.

WOW

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BING'S GUEST



Ann Shirley, one of Hollywood's youngest and brightest stars, appeared recently as a guest on Bing Crosby's Kraft Music Hall show.

MEET --- ED



Shake hands with Ed Anderson, folks!

Technically, his full name is Edwin Roland Anderson, but he'll be peeved if you call him anything but "Ed," and it took our research department months to learn the entire monicker.

Ed is the big boss of WOW's transmitter at 56th street and Kansas avenue, and a more proficient and genial transmitter operator never turned a dial.

It was in 1913 that Ed became a "ham" radio operator, and he still enjoys fiddlin' with amateur wireless. He has been in charge of WOW's transmitter since 1933.

Drop out and see "Ed" some time. Visiting hours: "Most any old time," which illustrates Ed's sort.

All Love Lovers

On the theory that "all the world loves a lover," Foster May conducted an unusual broadcast on December 9.

It was the first anniversary of King Edward's famous radio speech in which No. 1 monarch of the world renounced his throne for the woman he loved.

So Foster May dug a transcription of the speech out of the archives and rebroadcast it so the romantically inclined could sigh again with approval.

Didja Know?

By W. O. WISEMAN

Everybody's making New Year's resolutions.

After hours of cogitation—(mindful that I once made a mistake when I was 5 years old)—I, too, have decided to mend my ways, videlicet:

I hereby resolve:

1. To learn to whistle. (With a remote control mike on my shower curtain, boy could I go to town, if I could only whistle!)

2. To try to drop my newspaper office manners and customs. (This is a tough one. Imagine working without your feet on the desk . . . without pasting memos and pictures on the walls . . . without using the floor for a wastebasket and filing cabinet . . . etc. . . . ad infinitum!)

3. To introduce the second finger on each of my hands to this typewriter. (If I don't it won't be long until I'll be typing with the knuckles on my index fingers.)

4. To smile more sweetly to the WOW janitorial force and to otherwise cultivate these folks in every way. (So much of my stuff goes in the wastebasket that I got a fan letter from one of the janitors the other day. Might as well encourage this and build up my "rep." Wonder if they'd like autographs?)

5. To shoot and kill the next person I hear singing "Vieni Vieni, Vieni," etc. (I just toss this in to show that I AM civic-minded.)

6. To visit at my house as often as possible. (I might even send my picture to my children. The other day I was paged in a meeting like this: "Mr. Wiseman, please telephone your wife—sometime in the next three or four days.")

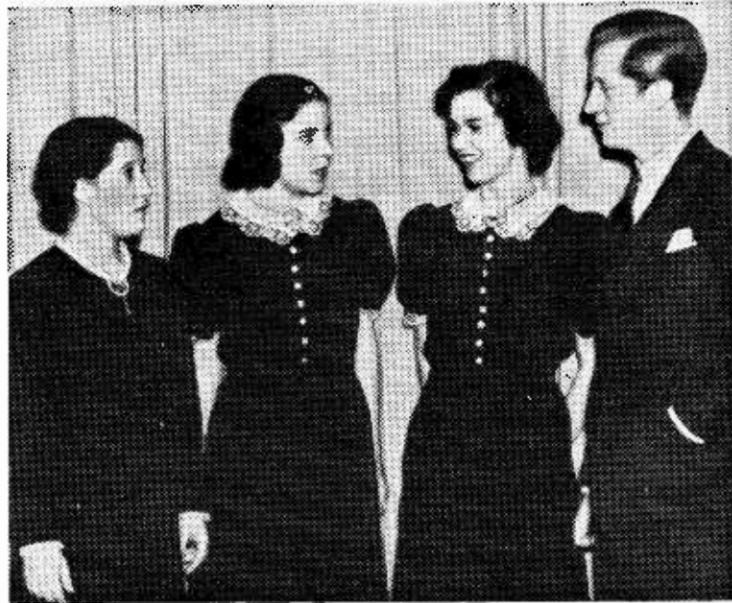
Perhaps I will think of other ways that I could improve myself, but I must keep this in one column.

Up in one of the Dakotas once there was a station manager who got all hopped up about his responsibility to "educate" the listeners. He did EVERYTHING to make his staff speak correctly in every way. It was a fireable offense for an announcer to make a grammatical error. He offered listeners \$1 for each error they reported on his station. The manager is now selling bonds for a living.

Efficiency Note

The lads with the heavy intellects now say that if you have radio music with your work you will produce

Some Future Radio Stars



If you've listened to the Rising Musical Stars program on WOW Sunday nights (9 p. m.), you've probably heard these folks: Carolyn Urbanek, soprano (left); Mary and Virginia Drane, violinists, and Clifford Menz, tenor. Hear them, this week, sure!

20 per cent more—and be 18,238 per cent less fatigued.

So, if you earn \$500 a week, just have the boss buy a \$100 radio for your desk, and at the end of the second week he'll begin making a \$100 a week extra on you.

This Is Ducky

Mikeman Jimmie Avery would rather not hear anything more about this. It happened on a 7:15 a. m. News Tower broadcast he was reading. Came the phrase "Duchy of Cornwall." Quick like a mouse Jimmie studied it. Was it "dutch-y" . . . "dooky" . . . or "ducky"? . . . "Dutch-y" reminded him of fat Germans drinking beer . . . "ducky" was slang and didn't sound right . . . So he said it "dooky"!

Three's a Crowd

A group of advertising men were being given an audition of WOW's "The Jangles" show. They were impressed. The discussion turned to personal appearance possibilities for "The Jangles," and one "exec" said: "Bring in the little boy (Buddy, in the script), the little

girl (Jennie) and Mrs. Jangles, and let's see what they look like."

The "three" well-known characters were sent for.

In walked Jettabee Ann Hopkins all alone.

She plays all three roles!

Showmanship Award to WOW

(Continued from page 1)

Jr., WOW's station manager, in the national radio field.

"At NBC headquarters in New York the other day they told me our own Johnny Gillin has just completed a piece of work for the radio industry, which stamps him as one of the outstanding men in radio in the entire United States."

Mr. Bradshaw paid high tribute to Orson Stiles, national sales director of the Woodmen society, who built and directed WOW's destinies for many years. He also complimented William Ruess, personnel director of station WOW and chairman of the board of auditors of the Woodmen society, Johnny Gillin and all other members of the WOW staff.

"I want to thank the Chamber of Commerce for this fine tribute," he said. "I want to thank 'Variety' and I want to thank the public generally. I ask you to pray for us that we may make WOW a bigger and better station, with even more showmanship, so that every one of our listeners will be happier."

Yessir Chief Presided

The luncheon was presided over by Oscar Holquist, "big chief" of the Tribe of Yessir. Among those at the speakers' table were W. D. Lane, president, and Francis P. Matthews, chairman of the executive committee of the Chamber, and Ralph Carlson, chairman of the Chamber's Goodfellow committee.

A feature of the luncheon was a "Man-on-the-Street" broadcast by Foster May. He interviewed a score of persons who were early WOAW entertainers and performers.

Among them were Mrs. Bradshaw, Mrs. W. Dale Clark, the West Sisters String quintet, "L. P." (Municipal Judge) Lester Palmer, Fritz Al Carlson, author of the song "Omaha," and Marie Kieney Heaton, former manager of WOW in the early days of radio.

Many of the "old-timers" recounted humorous incidents of the days on WOW's early history.

Woman In White . . .

Precedent will get a severe jolt January 3 when "Today's Children," top-ranking WOW NBC script show, goes off the air at the height of its popularity. Sponsors, Pillsbury Flour, feel it has run its course. A new feature, "The Woman in White," will be heard at the same hour, 9:45 a. m.

How Networks Are Operated

By WILLIAM J. KOTERA
Chief WOW Engineer

The thousands of visitors at WOW's studios all ask questions that are technical in character.

Most of these questions have to do with networks and network broadcasts. So this month a brief review of some of the technical phases of network broadcasting may be informative and interesting.

In the first place few listeners realize that "networks" actually do not exist. True, a group of stations that carry a program may be termed a "network," but there is no physical link between these stations except the same telephone wires that connect thousands of homes, businesses, etc., throughout the world.

The National Broadcasting company consists of a talent agency and a sales organization principally. This corporation also owns several radio stations, but its main business is producing programs and selling them to sponsors. The company does not own the wires over which these programs come to "associated" stations.

NBC has several key or network feeder stations. The big ones are WEAF and WJZ in New York City, and more recently, KFI in Los Angeles.

How It Works

Here's the way the network operates.

First, there must a program. An advertising agency, assisted by NBC production men or women, writes, assembles and gets the show ready to be broadcast.

Perhaps the show is built to order for some sponsor. Usually this is the case. If it isn't, as soon as the show is ready for the air the sales department of the NBC swings into action. It arranges an audition, perhaps many of them, and eventually sells the program to a sponsor. The sponsor may decide, and usually does, to use the program from coast to coast.

NBC then informs all the stations that they may accept this show at a certain time. Sometimes the time can't be cleared because it's already sold for local or transcription programs. However, let's assume that the time can be cleared.

All Set

The show is ready, the stations are ready. Everything is all set. NBC's promotion and publicity departments, and the sponsor's similar agencies, have given the show a "build-up."

The artists appear at an NBC key station, WEAF, for instance. They present the program, just as a program might be presented here in WOW's studios.

NBC "distributes" the program. It sends feeds to all stations on the "network." This is simple enough. The program is put on special leased wires and sent to each station.

Then to WOW

WOW, for instance, takes the program off the telephone wire. It then goes to WOW's transmitter and is broadcast to WOW's listeners.

The same system is used for picking up programs outside the studios. The "Man on the Street," for instance, is picked up by a mike at 16th and Farnam streets, carried by telephone line to WOW and then broadcast. If this were a network feature the system would be the same, only it would be carried to many stations by long lines instead of just to WOW.

Some times WOW broadcasts "wireless" programs. These are simply rebroadcasts, programs picked out of the air and rebroadcast. There are also programs broadcast by transcription, but that's still another story. Perhaps we'll explain "transcriptions" next month.

Weather News . . .

Burlington railroad employes over the entire system are now cooperating with WOW in supplying early morning weather reports for the WOW 6:30 a. m. and 7:15 a. m. news broadcasts. The service is especially valuable to listeners because it enables WOW to give first accurate reports of the day from the northwest and southeast, the directions from which Omaha usually gets its unusual weather.

Newsman Says He's Really "Forgotten Man" of Radio

By SOREN MUNKHOF

"The Forgotten Man of Radio." Yes, indeed! May I sit up on my hind legs and do a little howling on that subject?

Just this morning I heard an announcer refer to the engineer as the "forgotten man of radio." And that burns me up. I like the engineer—don't get me wrong; in fact, I like every single one of our engineers—they're swell guys.

But I do resent that term. Because why? I'll tell you.

I happen to be the real forgotten man of radio. This may seem like a crass assumption to the old-timers at the station, because, comparatively, I haven't been here so long. Maybe I'm not really in radio yet—just a hanger-on. They will admit, though, that I'm practically forgotten, and I seem to hear an engineer—or maybe two—muttering over there in the corner that it's a good thing, very fitting, and so forth.

Well, to get down to brass tacks and elucidate. We can leave the bosses out of the picture, because bosses are bosses. Nobody ever forgets bosses. To do so would be suicide, no less.

We'll forget the gals, too, 'cause any man is better off to forget the gals, or is that the wrong thing to say. Anyway, we were talking about "men of radio."

After we've left out bosses, gals and commercial departments, there aren't so many departments left. The announcers, of course, are out of this. Everybody knows the announcers. "This is Ray Olson." "We turn you now to Foster May."

"Thank you, Harry Burke." And so forth, on and on. You always hear the announcer's name.

Then there are the engineers, rated as the "forgotten men of radio." Why? Because their names don't go out over the airwaves as often as those of the announcers.

But, I'll tell you why they aren't. You've heard the announcer when he opened the station in the morning—that is, if you get up before 6 o'clock—say, "Your control room operator is Glenn Flynn," haven't you?

Or you've heard the announcer say, "The operator, Bob Rudd, is cutting up a few shenanigans behind that plate glass there." Or perhaps you've learned in the Radio News Tower that you should "Meet Harold Griffin."

And all of you, I am sure, have read in the papers and heard on the air that Joe Herold was arrested, together with Foster May, down in Missouri when they put on a broadcast that someone else thought they had exclusively. Or that Chief Bill Kotera didn't get arrested because he was sitting back in town.

Certainly, you've heard of them! And you all know Foster May. But, do any of you know any of his assistants? Huh! I thought not. Nobody knows the newsman. He's the real forgotten man of radio.

And now, even after reading three or four hundreds words by the newsman and about the newsman, you still don't know who he is. So, I say, "The poor newsman is the forgotten man of radio."

Here Are 1937's Ten Most Popular Tunes...Do You Agree?

By BILL WISEMAN

Nowadays the tunesmiths of Tin Pan Alley grind out popular songs in much the same fashion as Mr. Barmettler's beautiful new bakery turns out soda crackers—and almost in as great numbers!

Therefore the job of picking the most popular tunes of 1937 is some task! However, it's been our custom for nine years to perform this all-important (???) task, so here we go again!

We don't propose to argue about our selections. We simply pick 'em, just as the sports writers pick "All-America" football players and teams.

Only the sports editors have a comparatively simple task. There are about 200 football teams, and potentially only 2,200 "All-America" grid stars.

But, when you start picking the "All-American" team of popular tunes, you've really got plenty of material. The music publishers tell us that approximately 22,000 new popular tunes were printed in this year of 1937. So our job is just 10 times as big as Grantland Rice's, or Bill Corum's, or Christy Walsh's.

Anyway, here's the complete list, in order:

1. "Boo Hoo."
2. "September in the Rain."
3. "It Looks Like Rain in Cherry Blossom Lane."
4. "That Old Feelin'."
5. "Goodnight, My Love."
6. "Whispers in the Dark."
7. "Pennies from Heaven."
8. "This Year's Kisses."
9. "A Sailboat in the Moonlight."
10. Once in a While."

Honorable mention: "It's De-Lovely," "Plenty of Money and You," "Carelessly," "So Rare," "Remember Me," "You Can't Stop Me from Dreamin'," "Vieni Vieni."

Note.—Some of these tunes have not yet reached the peak of their popularity. (Be sure to read this column a year from now and see if your favorite pops up on the 1938 list.)

Now, boys and girls, let's don't argue about this list. It's absolutely correct. And don't tell me "Josephine" should be No. 1. It may top the list for January, 1938, but it just can't qualify now for the 1937 list. Wanna make sumptin' of that?

These selections are based on sheet music and record sales, num-

ber of times used on the air and expert opinions of band leaders from coast to coast. Figured in, was the rating of these tunes in the Lucky Strike "Hit Parade" and the length of time each retained its popularity.

If you're a psychologist you may see some significance in the type of songs that were placed 1, 2, 3 and 4. Each is a lament for a lost or passed love. Ditto for No. 8 and No. 10. You might note, too, that Nos. 5, 6, 7 and 9 in type, were tunes in which the singer is exuberant over a present love.

Bear this in mind, too, many of these tunes were written prior to 1937, but this estimate is based on their popularity during the calendar year 1937.

Space forbids any defense of your (the public's) taste in tunes.

Hix Oddities New Sunday WOW Feature

"Strange as It Seems," the John Hix collection of world oddities, will be the basis of a new WOW radio program, starting January 2. It will be heard each Sunday afternoon at 3 o'clock, Omaha time, under sponsorship of the Union Pacific Railroad. Hix' cartoons appear locally in the Omaha World-Herald.

Popular NBC Shows Switch Times, Nets

Three NBC Procter and Gamble shows are changing time and networks January 3, as follows:

"The Story of Mary Marlin" will be heard on WOW at 3:15 p. m., Mondays through Fridays, instead of 3:30-p. m.

"The O'Neills" will be heard at 11:15 a. m., same days, on WOW.

"The Guiding Light" will be heard on WOW at 2:45 p. m., same days, instead of 3:15 p. m.

Hooray! The "doin's" of the Houston family—"Dick Martin," "Dot," "Betty Joe" and the rest—will be with us for another year. The Princess Pat Sunday evening show, "A Tale of Today," 5:30 p. m., on WOW, has been renewed for an additional 52 weeks.

Romance in Studio



Among those mysterious gadgets and thingumbobs and doodads in WOW's technical department, a romance has been flowering.

It came into full bloom the other day with the announcement of the engagement of Miss Mildred Nelson, 24, of 902 North 49th avenue, and Glenn Flynn, 25, of Council Bluffs.

Miss Nelson is a singer in the trio, "Three Maids and a Mike,"

and a member of WOW's program department staff. Flynn is a control room engineer.

The announcement was celebrated by a staff party at Miss Nelson's home.

Flynn formerly lived at Mineola, Iowa, and Miss Nelson came to WOW from Beresford, S. D., a year ago. The date of the wedding has not been set.

JOTTINGS

By JETTABEE

WE . . . THE JANGLES . . . hereby resolve:

1. To wish you one and all a happy, successful new year.
 2. To thank you via the Radio News Tower for listening to us.
 3. To thank you, by personal letter, if possible, for your many Christmas cards and remembrances . . .
 4. To profit by any criticisms you may send in to us.
 5. To attempt to bring you the sort of programs you want.
- AND . . .
6. To bring you here and now the respective resolutions of EACH member of THE JANGLES . . . and so from

Jack: "Greetings, everyone . . . You know I've stopped making resolutions because I have so much trouble keeping them, so about the best I can do is to resolve to keep any resolutions I MAY make . . ."

(Jack, by the way, in real life is young Larry Krell, Omaha attorney.)

Jerry: "Well, in 1938 I'm going to make an attempt to get along with Jack's mother . . ."

(Of course, you already know that I'm "Jerry" in real life. What's more, I'm "Jennie" and "Buddy," too, and Jennie resolves:)

Jennie: "In 1938 I am going to try very hard to learn so much that people will forget how homely I am . . ."

Buddy: "I resolve that I am going to grow to be just as much like Uncle Charlie as I possibly can, because he is the best person I know . . ."

Uncle Charlie: "As for me, I usually make just one New Year's resolution, an' that is to take care of each day an' its problems just as it comes along; to let the future take care of itself, but to make today a day worth rememberin'."

It's Eldon Anspach (pronounced An-spaw) you hear as Uncle Charlie, and as Doctor Franchesco Donatelli who says:)

Doctor Donatelli: "I hereby resolve to learn to love America as much as Americans do."

Adolphus Wetzelsheimer: "Vell, as far as I am concerned, I haf got everyting I could possibly wish for, so for my resolve I say I will start every day of my new year mit a prayer of thanksgiving."

(We're giving away a lot of radio secrets here, but it's Larry Krell who also portrays the character of Adolphus, and it's Agnes Krell who brought you the story of Emily Potter, so from Emily we bring you:)

Emily: "I resolve never to think back on the past; always to think ahead to my future, which I know will be happy with Alan . . ."

Alan: "Resolutions seem sort of unnecessary when you have everything in your life you want, but I do hope in this new year to never miss a chance to bring happiness to Emily . . ."

(If you enjoyed Alan, then you'll be interested in knowing that in real life he's young John Knutson.)

Ollie: (also played by Agnes Krell) "What's the use of all this foolishness. Nobody keeps resolutions anyway. I might as well resolve never to make any more of 'em . . ."

Fred: "Well, I dunno. Wishin' for things never done me no good. Mebbe resolvin' to do the right thing'll help. Anyway, I'm gonna make an awful attempt at bringin' my six kids up the right way, so's I'll be proud of them when they're grown up . . ."

(It's Henry Kosman who plays the brow-beaten Fred Jones with six unruly children . . . and last, but by no means least:)

Mother Jangles: "I've made this same resolution ever since John married Geraldine . . . so I might as well make it again . . . I resolve to prove to my son that he's married the wrong woman . . . Perhaps THIS year I'll be successful. Goodness knows I've waited long enough . . ."

(You guessed it! I'm responsible for Mother Jangles, too. And there you have our resolutions for the year 1938, and we hope that among YOUR resolutions you made one to join THE JANGLES daily . . . We appreciate your interest in the program . . . Be seeing you in February.)

NBC's Ken Carpenter Is Ad Club "Radio Night" Guest



Ken Carpenter (above), NBC's midwestern sales chief, who addressed the Omaha Ad club's "Radio Night." Below are De Emmett Bradshaw, Governor R. L. Cochran and Carpenter, snapped at the banquet table.



A new appreciation of the magic of radio as a business builder was given some 200 guests of Omaha radio stations December 7 at the Omaha Athletic club when Ken Carpenter, sales manager of the Central Division of the National Broadcasting company, addressed a "Radio Night" audience before the Omaha Advertising club.

Illustrating his remarks with a series charts, Mr. Carpenter related scores of illustrations showing how the use of radio advertising produced almost miraculous results.

Governor Roy L. Cochran attended, as did De Emmett Bradshaw, president of the Woodmen of the World Life Insurance Society; William Ruess, personnel director of WOW; Col. T. E. Patterson, vice president, and other Woodmen officials. Preceding the dinner, stations KOIL and WOW gave a cocktail party for the guests. More than 125 of those present, in addition to the regular members of the club, were guests of WOW.

Mr. Carpenter flew to Omaha via United Airlines. He visited at WOW's studios, and congratulated Mr. Ruess and John Gillin, Jr., for having managed the station which won the 1937 "Variety" showmanship award.

C-H-A-T-S With Your Own Aunt Sally of WOW

¶ HAPPY DAY OUT THERE!

¶ "Well, it's over once again," meaning Christmas and all its happy confusion.

¶ Now what? Why, the new year—a brand new, mysterious, eventful year. It is bound to be eventful, and we hope successful and happy for you and yours and me and mine.

¶ We greet the new year with a prayer on our lips and a song in our hearts, yet are we not wondering just what these 12 months will do with us? Then let us ask ourselves the question: "What are we going to do with these precious months?"

¶ First thing to be done is to make the usual resolutions. It's an American custom. Well, if you will make ye old resolutions, I submit the personal resolutions of Clark Haas of Omaha, for as resolutions go I find them "tops."

¶ With permission of the author of "Resolutions for Good Living."

¶ I hereby resolve that I will face the rising sun of each new day with a courageous heart, a song upon my lips and a smile upon my face in the hope that my example of so doing will help lift the burdens of those with timid souls, songless lips and with faces that cannot smile.

¶ I hereby resolve not to be selfish or ask anything for myself that shall make the world or men in it poorer. I want nothing at the expense of other men. I only ask that the good things of this world touch me as they pass, and then go on to gather strength and touch others, so that all men may have a taste of the good things that are here.

¶ I hereby resolve to do only work that has real value and not to charge a price that would be a hardship on he who must pay.

¶ I hereby resolve to travel on, unafraid, and to spread the gospel of cheer and to help those along the way who are fearful of tomorrow.

¶ I hereby resolve not to be too serious, but to exercise my sense of humor and the power to laugh; to have a little leisure once in a while with nothing to do except to think happy thoughts and the pleasant things that I have experienced in life. To take time out to give thanks for the health that I enjoy; for the food, clothing and shelter that I have, and for the protection the flag gives under which I live.

¶ I hereby resolve to promote quality in all things and to use my influence to improve the standards of living for all people.

¶ I hereby resolve to be charitable, kind, patient and sympathetic.

¶ I hereby resolve not to carry grudges, hatreds or jealousies past the setting sun of any day, for, when I lie down to rest at night I want under my head the soft pillow of a forgiving man.

¶ I hereby resolve to take a few moments each day for quiet, silent meditation, asking for help and strength to carry out my resolutions from the POWER that helps all who ask and which I choose to recognize in my life as good.—(From the pen of Clark S. Haas.)

¶ Well, it seems to me, dear friends, if we use the above words as the answer to our question, "What are we going to do with the new year?" that we will find "God's in His heaven, all's right with the world."

¶ And with my heart full of good wishes for you and yours from me and mine, I'll say "Good-bye for now and happy day!"

YOUR AUNT SALLY.

Rev. R. R. Brown's World Radio Congregation

By the Rev. R. R. Brown, D.D., Minister of Radio Station WOW, Pastor-Evangelist of the Omaha Gospel Tabernacle, Christian and Missionary Alliance.

1938

The songs of Christmas and the bells of Yuletide will have ceased for another year when this column reaches you. They will be succeeded by the old but ever-heartening greeting, "Happy New Year!" New Year's resolutions will be made, and regrettably we say, too many of them will soon be broken or forgotten.

Take Inventory

Appraisals of past experiences will be made and failures and successes noted. Inventory has practical value in our personal lives as well as in business. We should estimate our gains and losses. What did I learn from the mistakes and failures of 1937? Am I content to let them go by without examining them to determine whether or not they can be avoided in 1938? Is my character stronger, my faith firmer, my sympathy for my fellows deeper, my hopes brighter? Or has the mess and muddle in world affairs made me skeptical and without hope? Am I alarmed about the nation's future for 1938?

Go Forward!

If the latter be the case, we need to apply the principle expressed in the language of the great Apostle Paul: "Forgetting those things which are behind, I press toward the mark—" The man who cannot forget the failures of yesterday weakens himself for the tasks of tomorrow. He who dwells too much upon his successes is likely to become egotistical and self-satisfied.

Work Together

The outlook would be brighter for all of us if capital and labor would forget their apparent irreconcilable difference and remember that they need to work together. What a glorious year this would be if we could all remember that no man lives unto himself! Cooperation, and not unethical ruthless competition, is our great need. The roar of cannons would cease and the feet of marching men to battle would not be heard if the angel's romance, "Peace on earth to men of good will," would grip the leaders of nations. The lust for power, the greed for gain and the spirit of suspicion are making the world uneasy and its future unpredictable. Uncertainty in the world of business may be traced to economic experiments. For some it is an apparent conflict between principles and persons; for others, a refusal to relinquish the order of the past even though they know it has "been weighed in the balances and found wanting." The balance of power in the new order cannot be wealth, but good will.

The ideals contained in the present program for world peace and social justice can never be realized until we have a moral awakening. We need a quickened conscience. Christianity has a bigger opportunity than ever before.

Let us forget the things which are behind, but let us not forget God. We need God. America and the world needs Him. Without God we are building our lives and our nation upon the sand. Shall we say, as we enter 1938, "In the beginning, God!"

To all of you, my friends, a happy, joyous New Year!

WOW Parrot Seeks Fame via NBC Tilt

"Ted," talkin'est parrot that ever asked for a cracker, owned by Allan D. Spier, president of the Independent Biscuit Co., will compete, Saturday, January 8, in a national parrot intelligence contest for parrots. Hear it 3 p. m. on WOW, via NBC.

Discoverer of "Ted" as a potential radio star was Foster May, WOW's news editor.

Know How to Talk? . . . Let WOW's Speech Coach Improve Your Voice

NOTE.—Most persons think they learned to talk when they were young babies, but the fact is, that some persons NEVER learn to talk! It's so noticeable in radio. Milton A. Rieck, well-known radio voice coach, who has taught thousands of grownups how to talk, wrote the following, which should be of practical value to many persons:

By MILTON A. RIECK

Do you have any difficulty being understood? Can you always be heard? Do folks interrupt you by saying, "I beg your pardon! What did you say?"

A clear-speaking voice is a prime requisite in every field of activity today. The business, as well as the social, world demands a well-placed speaking voice with correct pronunciation and distinct enunciation. When one realizes that positions are oftentimes denied because of rasping voices of the applicants, he is aroused to take advantage of the opportunities offered to remedy these deficiencies.

There is no excuse today for anyone having a nasal, muffled, high-pitched, strident or weak voice. pitched, strident or weak voice.

Overcome Faults

There are numerous ways in which unwittingly some persons place hindrances upon the organs of speech and thus inhibit the speech tones. A large majority of persons talk with the middle of the tongue instead of with the tip. Some talk entirely with the back of the tongue and then wonder why people cannot understand them. Some breathe incorrectly or just enough to keep themselves alive. Some stiffen the upper lip or set the lower jaw, thus preventing the sounds from coming forth clearly. Many pitch their voices too high, especially when speaking or reading before the public. Each of these faults may be easily remedied, but the individual must take note of his fault and endeavor to overcome it with definite exercises, as well as by constant watchfulness.

Practice Helps

So many people make no attempt to open their mouths when speaking, and, naturally, they aren't heard or understood. Usually the first word a youngster learns to say is "mama," and they generally say it in such a manner it brings immediate attention.

Just try saying the word "mama." You couldn't possibly say the word and be understood without opening your mouth. Did you notice, too, how it relaxes your jaw? Saying the word "papa" will do the same thing.

How about taking a deep breath and counting aloud to five, and keep repeating the exercise until your breath is exhausted? Open

Young "Old Timers"



A dozen years is a century, as fast-moving radio measures time. Hence the folks pictured are "old-timers" at WOW. Left to right they are Mrs. De Emmett Bradshaw, Mrs. W. Dale Clark and Marie Kieney Heaton, being interviewed by WOW's Foster May at the recent "showmanship" award luncheon. See page 1 for details.

your mouth as far as you can when you say "five." Now repeat the exercise and whisper it in the same manner.

This simple exercise is just a starter, but I'll be with you again next month, and in the meantime try and remember to OPEN your mouth when you talk.

"Free Air" Trial . . .

The eyes of the entire broadcasting industry will be focused on the little town of Marshall, Mo., next week, when WOW continues its legal battle to establish a "free air" policy in the broadcasting of public, non-profit events.

The hearing is the outgrowth of the situation at the National Corn-husking contest in Marshall, Mo., when Foster May and two WOW engineers were arrested on charges of trespassing in a thinly-veiled attempt by a Kansas radio station to keep WOW off the air.

This trial will be in the circuit court on an appeal from a justice court hearing held at Miami, Mo., on December 8. At this trial WOW attorneys offered no defense, so the court imposed minor fines, to permit an appeal to a higher court to be taken.

ENGINEER



Newest member of the WOW staff is Mark L. McGowan, control room operator, who became associated with the station on December 18. Mr. McGowan comes to WOW after three years with KSCJ at Sioux City and four years' experience at KOIL. He served for a year as a radio technician for United Airlines at San Francisco and was for four years a radio expert, first class, U. S. Naval Reserve.

VALLEE "FINDS" MEET



Some of the famous artists on the air today got their start on Rudy Vallee's WOW program. A few of them are pictured with their discoverer in a reunion in NBC Hollywood studios. From left to right they are: Bob Burns, Tommy Riggs, Charlie McCarthy and Edgar Bergen, Vallee and Joe Penner.

"WIG WAGGIN' WITH WAG"

By RALPH WAGNER

Take a good look at the calendar, my little hearties . . . It is January 1, and the day for making new resolutions to break, baking soda and New Year's day football games. What could be better?

Just why January 1 should be the day to make resolutions that will be broken tomorrow or the following day, is more than your humble servant can figure out . . . But on the other hand, neither can I figure out why they have to wait until January 1 to wind up the football season.

However, I can't see why they play the games anyway! Why should anyone wish to start the new year with a broken schnozzle or twisted ankle, to say nothing of a pair of slightly discolored eyes that would do justice to a Garbo? They should play the Bowl games on December 31, so the football players could suffer along with the rest of us on the morning of January 1.

Speaking of football, I wonder how kind 1938 will treat not only football, but all sports during his reign! Wonder what is in store! Will it be good or bad, or a wee bit of both?

You know, the year that faded out of the back door a few hours ago was one of the best in history for sports, in both the matter of business and achievement . . . In nearly every sport there is a mark for the Kid to shoot at, and here's hoping he has good aim.

Intercollegiate football reached the stage where Friday's set-up has become Saturday's winner in a grand season that has filled the huge stadia with capacity crowds more consistently than any time since the depression.

The days have passed on when a team with a major schedule could plow through the season undefeated and untied.

Dr. Jock Sutherland's University of Pittsburgh Panthers were rated the best team in the country, although they are not playing in any of the various and assorted Bowl games today . . . The Panthers were undefeated, but tied by Fordham, which also went through the season undefeated.

The University of Nebraska Cornhuskers was one of the surprise teams of the country and THE surprise team of the middle west . . . Under a new coach, Major Biff Jones, the Huskers lost only to Pitt and then in the last minute or so of play . . . Nebraska trimmed Minnesota, champ of the Big Ten, Indiana and Iowa . . . Great season for the Huskers!

Baseball had its best year since 1930 . . . Major league attendance estimates are up a million—to 9,600,000 over 1937, and within a half million of the all-time high of 10,100,000 seven years ago.

The New York Yanks walloped the New York Giants to easily win the world's championship . . . The Giants looked like 30 cents, with the three knocked off, after the third game . . . "Lefty" Gomez, Yank hurler, was the pitching hero and Lou Gehrig hit more than the size of his chapeau.

Charley Gehring won the batting championship and was named the American league's most valuable player after 12 years of second-basing for the Detroit Tigers.

Joe Ducky Medwick won the National league batting title and the most valuable player award, only three years after being on the receiving end of a vegetable shower and being hooted from a World's Series contest.

Boxing snapped out of the doldrums in 1937 . . . And it was mostly due to Mike Jacobs, the reformed New York ticket speculator who turned professional promoter, that the box-fighting game enjoyed a good season.

Jacobs risked his own cash and put on the finest shows since Tex Rickard . . . "Uncle" Mike got sole rights on the Brown Bomber, Joe Louis, and made the latter world's heavyweight champion . . . This happened one chilly night in South Chicago when Louis knocked out Champion James J. Braddock.

Hundreds of small fight clubs throughout the country, closed through depression, have reopened.

Now the cry has gone out for a "white hope" to dethrone the Negro (Turn to page 7, column 1)

Keep this WOV Schedule

TUNE TO 590 KILOCYCLES

SATURDAY, JANUARY 1

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 7:00—Malcolm Claire. N (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Sunshine Express. N (S)
 8:30—Records. (S)
 8:45—Landt Trio. N (S)
 9:00—Amelia Snow. N (S)
 9:15—Charloters. N (S)
 9:30—Manhattans. N (S)
 9:45—Aunt Sally. (S)
 10:00—Florence Hale's Column. N (S)
 10:15—Markets. (S)
 10:20—Records. (S)
 10:30—NBC. (S)
 11:00—Your Home Town. ET (C)
 11:15—Joan Brooks. N (S)
 11:30—Concert Ensemble. N (S)
 11:45—Netherland Plaza Orch. N (S)
 12:00—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:45—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Sugar Bowl. N (S)
 1:05—Top Hatters. N (S)
 1:15—People in the Headlines. (C)
 1:15—Lars Club. N (S)
 1:45—Kaltenmeyer's Kindergarten. N (C)
 1:55—El Chico. N (S)
 2:00—Civic Calendar. (S)
 2:05—Records. (S)
 2:15—Religion in the News. N (S)
 2:30—Headline News. (C)
 2:45—Ambassador Hotel Orch. N (S)
 3:00—Three Maids and Their Mike. (S)
 3:15—Jean Sablon. N (S)
 3:30—Believe It or Not. N (C)
 3:45—Jack Haley's Log Cabin. N (C)
 4:00—El Hoth and His Orch. N (S)
 4:30—Special Delivery. N (S)
 4:45—NBC Symphony Orch. N (S)
 5:00—WOW News Tower. (C)
 5:15—Wig Waggin' with Wagner. (S)
 5:30—Cheroot Ballroom. (S)
 5:45—Southern Tavern Orch. N (S)
 6:00—Music Box. (S)
 12:30—Thesaurus. ET (S)

SUNDAY, JANUARY 2

7:00—William Meeder Ensemble. N (S)
 7:30—Kidoodlers. N (S)
 7:45—Animal Club News. N (S)
 8:00—Turn Back the Clock. N (S)
 8:15—Tom Terris. N (S)
 8:30—Chapel Service. Rev. Brown. (S)
 8:45—Thesaurus. ET (S)
 9:00—Records. (S)
 9:15—Silver Flute. N (S)
 9:30—Angler and Hunter. N (S)
 10:00—Peerless Trio. N (S)
 10:15—Arlington Time Signal. N (S)
 10:30—Denver String Quartet. N (S)
 10:45—Hymns of Cheer. (S)
 11:00—Paul Martin and Music. N (S)
 11:15—American Pop Corn. (C)
 11:30—WOW News Tower. (C)
 11:45—Smoke Dreams. N (C)
 12:00—Syncoaters. (S)
 12:15—Bennett and Wolverson. N (S)
 12:30—Ruth Lyons and Sears. N (S)
 12:45—Radio News Reel. N (C)
 1:00—Sunday Drivers. N (S)
 1:05—John Hix. ET (C)
 1:15—Romance Melodies. N (S)
 1:30—World Is Yours. N (S)
 1:45—Marion Talley. N (S)
 1:55—Peppodent. N (C)
 2:00—Catholic Hour. N (S)
 2:15—Tale of Today. N (C)
 2:30—Jello Program. N (C)
 2:45—Fireside Recitals. N (C)
 2:55—Interesting Neighbors. N (C)
 3:00—Chase & Sanborn. N (C)
 3:15—Merry-Go-Round. N (C)
 3:30—Familiar Music. N (C)
 3:45—Sealtest Rising Stars. N (C)
 4:00—Haven MacQuarrie. N (S)
 4:15—Job Clinic. (S)
 4:30—WOW News Tower. (C)
 4:45—Cheroot Ballroom. (S)
 5:00—Beverly Hills Orch. N (S)
 5:15—Music Box. (S)
 12:00—Thesaurus. ET (S)

MONDAY, JANUARY 3

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 7:00—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Hymns of Cheer. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—Monticello Party Line. ET (C)
 9:00—Mrs. Wiggs. N (C)
 9:15—John's Other Wife. N (C)
 9:30—Just Plain Bill. N (C)
 9:45—Today's Children. N (C)
 10:00—David Harum. N (C)
 10:15—Backstage Wife. N (C)
 10:30—How to Be Charming. N (C)
 10:45—Benjamin Moore & Co. N (C)
 11:00—Your Home Town. ET (C)
 11:15—The O'Neills. N (C)
 11:30—Three Marshalls. N (S)
 11:45—NBC. (S)
 12:00—Markets. (S)
 12:10—Records. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Your Home Town. ET (C)
 1:05—Markets. (S)
 1:15—Records. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (C)
 2:15—Ma Perkins. N (C)
 2:30—Vic and Sade. N (C)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (C)
 4:30—Records. (S)
 4:35—Police Bulletins. (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Uncle Ezra. N (C)
 6:30—Thesaurus. ET (S)
 6:45—Top Hatters. N (S)
 7:00—Burns and Allen. N (C)
 7:30—Voice of Firestone. N (C)
 8:00—Fibber McGee and Molly. N (C)
 8:30—Four Charm. N (C)
 9:00—Contented Hour. N (C)
 9:30—Falstaff Public Hero. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—Beverly Hills Orch. N (S)
 11:00—Hollywood Restaurant Orch. N (S)
 11:30—Commodore Perry Hotel. N (S)
 12:00—Thesaurus. ET (S)

TUESDAY, JANUARY 4

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 6:40—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Hymns of Cheer. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—Monticello Party Line. ET (C)
 9:00—Mrs. Wiggs. N (C)
 9:15—John's Other Wife. N (C)
 9:30—Just Plain Bill. N (C)
 9:45—Today's Children. N (C)
 10:00—David Harum. N (C)
 10:15—Backstage Wife. N (C)
 10:30—How to Be Charming. N (C)
 10:45—Benjamin Moore & Co. N (C)
 11:00—Your Home Town. ET (C)
 11:15—The O'Neills. N (C)
 11:30—Rosa Lee, Soprano. N (S)
 11:45—NBC. (S)
 12:00—Markets. (S)
 12:10—Records. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)

1:00—Thesaurus. ET (S)
 1:15—Markets. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (C)
 2:15—Ma Perkins. N (C)
 2:30—Vic and Sade. N (C)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (C)
 4:30—Records. (S)
 4:35—Vagabonds. N (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Vocal Varieties. N (C)
 6:30—Spirit of Athletics. (S)
 6:45—Vic Arden's Orch. and Guests. ET (C)
 7:00—Johnny, with Russ Morgan. N (C)
 7:30—Lady Esther Serenade. N (C)
 8:00—Vox Pop. N (S)
 8:30—Hollywood Mardi Gras. N (C)
 9:00—Hollywood Gossip. N (C)
 9:45—Jacobson Jewelry. (C)
 9:50—Thesaurus. ET (S)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—NBC. (S)
 11:00—Music Box. (S)
 11:30—Hotel Kenmore Orch. N (S)
 12:00—Thesaurus. ET (S)

WEDNESDAY, JANUARY 5

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 6:40—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Hymns of Cheer. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—Monticello Party Line. ET (C)
 9:00—Mrs. Wiggs. N (C)
 9:15—John's Other Wife. N (C)
 9:30—Just Plain Bill. N (C)
 9:45—Today's Children. N (C)
 10:00—David Harum. N (C)
 10:15—Backstage Wife. N (C)
 10:30—How to Be Charming. N (C)
 10:45—Hello, Peggy! N (C)
 11:00—Your Home Town. ET (C)
 11:15—The O'Neills. N (C)
 11:30—Through the Years. N (S)
 11:45—Voice of Experience. ET (C)
 12:00—Markets. (S)
 12:10—Records. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Your Home Town. ET (C)
 1:05—Markets. (S)
 1:15—Records. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (C)
 2:15—Ma Perkins. N (C)
 2:30—Vic and Sade. N (C)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (S)
 4:30—Records. (S)
 4:35—Police Bulletins. (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Uncle Ezra. N (C)
 6:30—Thesaurus. ET (S)
 6:45—Top Hatters. N (S)
 7:00—Burns and Allen. N (C)
 7:30—Voice of Firestone. N (C)
 8:00—Fibber McGee and Molly. N (C)
 8:30—Four Charm. N (C)
 9:00—Contented Hour. N (C)
 9:30—Falstaff Public Hero. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—Beverly Hills Orch. N (S)
 11:00—Hollywood Restaurant Orch. N (S)
 11:30—Commodore Perry Hotel. N (S)
 12:00—Thesaurus. ET (S)

THURSDAY, JANUARY 6

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 6:40—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Hymns of Cheer. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—Monticello Party Line. ET (C)
 9:00—Mrs. Wiggs. N (C)
 9:15—John's Other Wife. N (C)
 9:30—Just Plain Bill. N (C)
 9:45—Today's Children. N (C)
 10:00—David Harum. N (C)
 10:15—Backstage Wife. N (C)
 10:30—How to Be Charming. N (C)
 10:45—Benjamin Moore & Co. N (C)
 11:00—Your Home Town. ET (C)
 11:15—The O'Neills. N (C)
 11:30—NBC. (S)
 11:45—Voice of Experience. ET (C)
 12:00—Markets. (S)
 12:10—Records. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Your Home Town. ET (C)
 1:05—Markets. (S)
 1:15—Records. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (C)
 2:15—Ma Perkins. N (C)
 2:30—Vic and Sade. N (C)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (C)
 4:30—Records. (S)
 4:35—Police Bulletins. (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Uncle Ezra. N (C)
 6:30—Thesaurus. ET (S)
 6:45—Top Hatters. N (S)
 7:00—Burns and Allen. N (C)
 7:30—Voice of Firestone. N (C)
 8:00—Fibber McGee and Molly. N (C)
 8:30—Four Charm. N (C)
 9:00—Contented Hour. N (C)
 9:30—Falstaff Public Hero. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—Beverly Hills Orch. N (S)
 11:00—Hollywood Restaurant Orch. N (S)
 11:30—Commodore Perry Hotel. N (S)
 12:00—Thesaurus. ET (S)

FRIDAY, JANUARY 7

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 6:40—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Hymns of Cheer. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—Monticello Party Line. ET (C)
 9:00—Mrs. Wiggs. N (C)
 9:15—John's Other Wife. N (C)
 9:30—Just Plain Bill. N (C)
 9:45—Today's Children. N (C)
 10:00—David Harum. N (C)
 10:15—Backstage Wife. N (C)
 10:30—How to Be Charming. N (C)

10:45—Hello, Peggy! N (C)
 11:00—Your Home Town. ET (C)
 11:15—The O'Neills. N (C)
 11:30—Lotus Gardens Orch. N (S)
 11:45—NBC. (S)
 12:00—Markets. (S)
 12:10—Records. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Your Home Town. ET (C)
 1:05—Markets. (S)
 1:15—Records. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (C)
 2:15—Ma Perkins. N (C)
 2:30—Vic and Sade. N (C)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (C)
 4:30—Records. (S)
 4:35—Police Bulletins. (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Vocal Varieties. N (C)
 6:30—Spirit of Athletics. (S)
 6:45—Vic Arden's Orch. and Guests. ET (C)
 7:00—Johnny, with Russ Morgan. N (C)
 7:30—Lady Esther Serenade. N (C)
 8:00—Vox Pop. N (S)
 8:30—Hollywood Mardi Gras. N (C)
 9:00—Hollywood Gossip. N (C)
 9:45—Jacobson Jewelry. (C)
 9:50—Thesaurus. ET (S)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—NBC. (S)
 11:00—Music Box. (S)
 11:30—Hotel Kenmore Orch. N (S)
 12:00—Thesaurus. ET (S)

SATURDAY, JANUARY 8

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 6:40—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Sunshine Express. N (S)
 8:30—Records. (S)
 8:45—Landt Trio. N (S)
 9:00—Hymns of Cheer. (S)
 9:15—Charloters. N (S)
 9:30—Manhattans. N (S)
 9:45—Aunt Sally. (S)
 10:00—Florence Hale's Column. N (S)
 10:15—Markets. (S)
 10:25—Records. (S)
 10:30—Uncle Tom's Playhouse. (S)
 11:00—Your Home Town. ET (C)
 11:15—Joan Brooks. N (S)
 11:30—Concert Ensemble. N (S)
 12:00—Netherland Plaza Orch. N (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Congress Hotel Orch. N (S)
 1:30—Your Host Is Buffalo. N (S)
 2:00—Golden Melodies. N (S)
 2:30—Vivian Della Chiesa. N (S)
 3:00—Commodore Perry Hotel Orch. N (S)
 3:30—Walter Kelsey Orch. N (S)
 4:00—People in the Headlines. (C)
 4:15—Top Hatters. N (S)
 4:30—Kaltenmeyer's Kindergarten. N (C)
 5:00—El Chico. N (S)
 5:15—Civic Calendar. (S)
 5:30—Records. (S)
 5:35—Sports Question Box. N (S)
 5:45—Religion in the News. N (S)
 6:00—Headline News. (C)
 6:15—Ambassador Hotel Orch. N (S)
 6:30—Three Maids and Their Mike. (S)
 6:45—Jean Sablon. N (S)
 7:00—Believe It or Not. N (C)
 7:30—Jack Haley's Log Cabin. N (C)
 8:00—Al Roth and His Orch. N (S)
 8:30—Special Delivery. N (S)
 9:00—NBC Symphony Orch. N (S)
 10:00—WOW News Tower. (C)
 10:45—Wig Waggin' with Wagner. (S)
 11:00—Cheroot Ballroom. (S)
 11:30—Southern Tavern Orch. N (S)
 12:00—Thesaurus. ET (S)

SUNDAY, JANUARY 9

7:00—William Meeder Ensemble. N (S)
 7:30—Kidoodlers. N (S)
 7:45—Animal Club News. N (S)
 8:00—Turn Back the Clock. N (S)
 8:15—Tom Terris. N (S)
 8:30—Chapel Service. Rev. Brown. (S)
 8:45—Thesaurus. ET (S)
 9:00—Records. (S)
 10:00—Records. (S)
 10:05—Silver Flute. N (S)
 10:30—Angler and Hunter. N (S)
 10:45—Peerless Trio. N (S)
 11:00—Arlington Time Signal. N (S)
 11:15—The O'Neills. N (C)
 11:30—Denver String Quartet. N (S)
 11:45—Round Table Discussions. N (S)
 12:00—Paul Martin and Music. N (S)
 12:10—American Pop Corn. (C)
 12:15—WOW News Tower. (C)
 12:30—Smoke Dreams. N (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Your Home Town. ET (C)
 1:05—Markets. (S)
 1:15—Records. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (S)
 2:15—Ma Perkins. N (S)
 2:30—Vic and Sade. N (S)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (C)
 4:30—Records. (S)
 4:35—Police Bulletins. (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Uncle Ezra. N (C)
 6:30—Thesaurus. ET (S)
 6:45—Top Hatters. N (S)
 7:00—Burns and Allen. N (C)
 7:30—Voice of Firestone. N (C)
 8:00—Fibber McGee and Molly. N (C)
 8:30—Four Charm. N (C)
 9:00—Contented Hour. N (C)
 9:30—Falstaff Public Hero. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—Beverly Hills Orch. N (S)
 11:00—Hollywood Restaurant Orch. N (S)
 11:30—Commodore Perry Hotel. N (S)
 12:00—Thesaurus. ET (S)

MONDAY, JANUARY 10

6:00—Thesaurus. ET (S)
 6:30—Farm Front News. (C)
 6:35—Markets. (S)
 6:40—Thesaurus. ET (S)
 7:15—WOW News Tower. (C)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Hymns of Cheer. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—Monticello Party Line. ET (C)
 9:00—Mrs. Wiggs. N (C)
 9:15—John's Other Wife. N (C)
 9:30—Just Plain Bill. N (C)
 9:45—Today's Children. N (C)
 10:00—David Harum. N (C)
 10:15—Backstage Wife. N (C)
 10:30—How to Be Charming. N (C)
 10:45—Benjamin Moore & Co. N (C)
 11:00—Your Home Town. ET (C)
 11:15—The O'Neills. N (C)
 11:30—Three Marshalls. N (S)
 11:45—NBC. (S)
 12:00—Markets. (S)
 12:10—Records. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—Foster May, Man on the Street. (S)
 1:00—Your Home Town. ET (C)
 1:05—Markets. (S)
 1:15—Records. (S)
 1:25—Records. (S)
 1:30—Houseboat Hannah. ET (C)
 1:45—Judy and Jane. ET (C)
 2:00—Pepper Young. N (C)
 2:15—Ma Perkins. N (C)
 2:30—Vic and Sade. N (C)
 2:45—Guiding Light. N (C)
 3:00—Lorenzo Jones. N (C)
 3:15—Mary Marlin. N (C)
 3:30—NBC. (S)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—Lady of Millions. ET (C)
 4:30—Records. (S)
 4:35—Police Bulletins. (S)
 4:45—Aunt Sally. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—Headline News. (C)
 6:15—Uncle Ezra. N (C)
 6:30—Thesaurus. ET (S)
 6:45—Top Hatters. N (S)
 7:00—Burns and Allen. N (C)
 7:30—Voice of Firestone. N (C)
 8:00—Fibber McGee and Molly. N (C)
 8:30—Four Charm. N (C)
 9:00—Contented Hour. N (C)
 9:30—Falstaff Public Hero. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:30—WOW News Tower. (C)
 10:45—Beverly Hills Orch. N (

WOW Schedule

(Continued from page 5)

4:00—Marion Talley, N (S)
 4:30—Pepsodent, N (C)
 5:00—Catholic Hour, N (S)
 5:30—Tale of Today, N (C)
 6:00—Jello Program, N (C)
 6:30—Fireside Recitals, N (C)
 6:45—Interesting Neighbors, N (C)
 7:00—Chase & Sanborn, N (C)
 8:00—Merry-Go-Round, N (C)
 8:30—Familiar Music, N (C)
 9:00—Sealtest Rising Stars, N (C)
 9:30—Haven MacQuarrie, N (S)
 10:00—Job Clinic, (S)
 10:30—WOW News Tower, (C)
 10:45—Chermet Ballroom, (S)
 11:15—Beverly Hills Orch, N (S)
 11:30—Music Box, (S)
 12:00—Thesaurus, ET (S)

MONDAY, JANUARY 17

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—How to Be Charming, N (C)
 10:45—Benjamin Moore & Co, N (C)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Three Marshalls, N (S)
 11:45—NBC, (S)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Your Home Town, ET (C)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)
 4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (C)
 4:30—Records, (S)
 4:35—Police Bulletins, (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Terry and the Pirates, ET (C)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Uncle Ezra, N (C)
 6:30—Thesaurus, ET (S)
 6:45—Top Hatters, N (C)
 7:00—Burns and Allen, N (C)
 7:30—Voice of Firestone, N (C)
 8:00—Fibber McGee and Molly, N (C)
 8:30—Hour of Charm, N (C)
 9:00—Contented Hour, N (C)
 9:30—Falstaff Public Hero, N (C)
 10:00—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—Beverly Hills Orch, N (S)
 11:00—Hollywood Restaurant Orch, N (S)
 11:30—Commodore Perry Hotel, N (S)
 12:00—Thesaurus, ET (S)

TUESDAY, JANUARY 18

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—Home Makers Exchange, N (C)
 10:45—Nebraska College of Agriculture, (S)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Rosa Lee, Soprano, N (S)
 11:45—NBC, (S)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Thesaurus, ET (S)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)
 4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (C)
 4:30—Records, (S)
 4:35—Vagabonds, N (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Terry and the Pirates, ET (C)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Vocal Varieties, N (C)
 6:30—Spirit of Athletics, (S)
 6:45—Vic Arden's Orch, and Guests, ET (C)
 7:00—Johnny, with Russ Morgan, N (C)
 7:30—Lady Esther Serenade, N (C)
 8:00—Yox Pop, N (C)
 8:30—Hollywood Mardl Gras, N (C)
 9:00—Hollywood Gossip, N (C)
 9:45—Jacobson Jewelry, (C)
 9:50—Thesaurus, ET (S)
 10:00—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—NBC, (S)
 11:00—Music Box, (S)
 11:30—Hotel Kenmore Orch, N (S)
 12:00—Thesaurus, ET (S)

WEDNESDAY, JANUARY 19

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—How to Be Charming, N (C)
 10:45—Helo, Peggy! N (C)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Through the Years, N (S)
 11:45—Voice of Experience, ET (C)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Your Home Town, ET (C)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)

4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (S)
 4:30—Records, (S)
 4:35—Police Bulletins, (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Terry and the Pirates, ET (C)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Uncle Ezra, N (C)
 6:30—NBC, (S)
 6:45—Ironized Yeast, ET (C)
 7:00—One Man's Family, N (C)
 7:30—Lady Esther Serenade, N (C)
 8:00—Your Hollywood Parade, N (C)
 8:30—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—Chermet Ballroom, (S)
 11:00—Chermet Ballroom, (S)
 11:30—Lights Out, (S)
 12:00—Thesaurus, ET (S)

THURSDAY, JANUARY 20

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—Home Makers Exchange, N (C)
 10:45—NBC, (S)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—NBC, (S)
 11:45—Voice of Experience, ET (C)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—NBC Music Guild, N (S)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)
 4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (C)
 4:30—Records, (S)
 4:35—Vagabonds, N (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Chick Webb, N (S)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Vocal Varieties, N (C)
 6:30—Spirit of Athletics, (S)
 6:45—Vic Arden's Orch, and Guests, ET (C)
 7:00—Royal Gelatin, N (C)
 8:00—Good News of 1938, N (C)
 8:30—Kraft Music Hall, N (C)
 9:00—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—Congress Hotel Orch, N (S)
 11:00—Music Box, (S)
 11:30—Grand Terrace Cafe, N (S)
 12:00—Thesaurus, ET (S)

FRIDAY, JANUARY 21

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—How to Be Charming, N (C)
 10:45—Helo, Peggy! N (C)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Lotus Gardens Orch, N (S)
 11:45—NBC, (S)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Your Home Town, ET (C)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)
 4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (C)
 4:30—Records, (S)
 4:35—Police Bulletins, (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Rhythmaires, N (S)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Uncle Ezra, N (C)
 6:30—NBC, (S)
 6:45—Creagh Matthews, Tenor, N (S)
 7:00—Cities Service Concert, N (C)
 8:00—Waltz Time, N (C)
 8:30—True Story, N (C)
 9:00—First Nighter, N (C)
 9:30—Hollywood Gossip, N (C)
 9:45—People in the News, N (C)
 10:00—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—Ritz Carlton Orch, N (S)
 11:00—Music Box, (S)
 11:30—Hotel Statler Orch, N (S)
 12:00—Thesaurus, ET (S)

SATURDAY, JANUARY 22

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:00—Malcolm Claire, N (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Sunshine Express, N (S)
 9:00—Amanda Snow, N (S)
 9:30—Charloters, N (S)
 9:45—Manhattans, N (S)
 10:00—Aunt Sally, (S)
 10:15—Florence Hale's Column, N (S)
 10:30—Records, (S)
 10:35—Uncle Tom's Playhouse, (S)
 11:00—Your Home Town, ET (C)
 11:15—Jean Brooks, N (S)
 11:30—Concert Ensemble, N (S)
 12:00—Netherlands Plaza Orch, N (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Congress Hotel Orch, N (S)
 1:15—Your Host Is Buffalo, N (S)
 2:00—Golden Melodies, N (S)
 2:30—Vivian Della Chiesa, N (S)
 3:00—Commodore Perry Hotel Orch, N (S)
 3:30—Walter Kelsey Orch, N (S)
 4:00—People in the Headlines, (C)
 4:15—Top Hatters, N (S)
 4:30—Kaltenmeyer's Kindergarten, N (C)
 5:00—El Chico, N (S)
 5:15—Civic Calendar, (S)
 5:30—Records, (S)
 5:35—Sports Question Box, N (S)
 5:45—Religion in the News, N (S)
 6:00—Headline News, (C)
 6:15—Ambassador Hotel Orch, N (S)
 6:30—Three Maids and Their Mikes, (S)
 6:45—Jean Sablon, N (S)

7:00—Believe It or Not, N (C)
 7:30—Jack Haley's Log Cabin, N (C)
 8:00—Al Roth and His Orch, N (S)
 8:30—Special Delivery, N (S)
 9:00—NBC Symphony Orch, N (S)
 10:00—Dick Tracy, ET (C)
 10:45—Wig Waggin' with Wagner, (S)
 11:00—Chermet Ballroom, (S)
 11:30—Southern Tavern Orch, N (S)
 12:00—Music Box, (S)
 12:30—Thesaurus, ET (S)

SUNDAY, JANUARY 23

7:00—William Meeder Ensemble, N (S)
 7:30—Kiddlers, N (S)
 7:45—Animal Club News, N (S)
 8:00—Turn Back the Clock, N (S)
 8:15—Tom Terris, N (S)
 8:30—Chapel Service, Rev. Brown, (S)
 9:45—Helo, Peggy! N (C)
 10:00—Records, (S)
 10:05—Silver Flute, N (S)
 10:30—Angler and Hunter, N (S)
 10:45—Peerless Trio, N (S)
 11:00—Arlingting Signal, N (S)
 11:00—NBC Home Symphony, N (S)
 11:30—Round Table Discussions, N (S)
 12:00—Paul Martin and Music, N (S)
 12:10—American Pop Corn, (C)
 12:40—WOW News Tower, (C)
 12:50—Smoke Dreams, N (C)
 1:00—Syncoaters, (S)
 1:15—Bennett and Wolverton, N (S)
 1:30—Ruth Lyons and Sears, N (S)
 1:45—Radio News Reel, N (C)
 2:30—Sunday Drivers, N (S)
 3:00—John Hix, ET (C)
 3:15—Romance Melodies, N (S)
 3:30—World Is Yours, (S)
 3:45—Marion Talley, N (S)
 4:30—Pepsodent, N (C)
 5:00—Catholic Hour, N (S)
 5:30—Tale of Today, N (C)
 6:00—Jello Program, N (C)
 6:30—Fireside Recitals, N (C)
 6:45—Interesting Neighbors, N (C)
 7:00—Chase & Sanborn, N (C)
 8:00—Merry-Go-Round, N (C)
 8:30—Familiar Music, N (C)
 9:00—Sealtest Rising Stars, N (C)
 9:30—Haven MacQuarrie, N (S)
 10:00—Job Clinic, (S)
 10:30—WOW News Tower, (C)
 10:45—Chermet Ballroom, (S)
 11:15—Beverly Hills Orch, N (S)
 11:30—Music Box, (S)
 12:00—Thesaurus, ET (S)

MONDAY, JANUARY 24

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—How to Be Charming, N (C)
 10:45—Benjamin Moore & Co, N (C)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Three Marshalls, N (S)
 11:45—NBC, (S)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Your Home Town, ET (C)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)
 4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (C)
 4:30—Records, (S)
 4:35—Police Bulletins, (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Terry and the Pirates, ET (C)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Vocal Varieties, N (C)
 6:30—Spirit of Athletics, (S)
 6:45—Vic Arden's Orch, and Guests, ET (C)
 7:00—Burns and Allen, N (C)
 7:30—Voice of Firestone, N (C)
 8:00—Fibber McGee and Molly, N (C)
 9:00—Hour of Charm, N (C)
 9:30—Contented Hour, N (C)
 9:45—Falstaff Public Hero, N (C)
 10:00—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—Beverly Hills Orch, N (S)
 11:00—Hollywood Restaurant Orch, N (S)
 11:30—Commodore Perry Hotel, N (S)
 12:00—Thesaurus, ET (S)

TUESDAY, JANUARY 25

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)
 8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—Home Makers Exchange, N (C)
 10:45—Nebraska College of Agriculture, (S)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Rosa Lee, Soprano, N (S)
 11:45—NBC, (S)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Your Home Town, ET (C)
 1:15—Markets, (S)
 1:25—Records, (S)
 1:30—Houseboat Hannah, ET (C)
 1:45—Judy and Jane, ET (C)
 2:00—Pepper Young, N (C)
 2:15—Ma Perkins, N (C)
 2:30—Vic and Sade, N (C)
 2:45—Guiding Light, N (C)
 3:00—Lorenzo Jones, N (C)
 3:15—Mary Marlin, N (C)
 3:30—NBC, (S)
 3:45—Kitty Keene, ET (C)
 4:00—People in the Headlines, (C)
 4:15—Lady of Millions, ET (C)
 4:30—Records, (S)
 4:35—Police Bulletins, (S)
 4:45—Aunt Sally, (S)
 5:00—Dick Tracy, ET (C)
 5:15—Terry and the Pirates, ET (C)
 5:30—Jangles, (S)
 5:45—Orphan Annie, N (C)
 6:00—Headline News, (C)
 6:15—Vocal Varieties, N (C)
 6:30—Spirit of Athletics, (S)
 6:45—Vic Arden's Orch, and Guests, ET (C)
 7:00—Johnny, with Russ Morgan, N (C)
 7:30—Lady Esther Serenade, N (C)
 8:00—Yox Pop, N (C)
 8:30—Hollywood Mardl Gras, N (C)
 9:00—Hollywood Gossip, N (C)
 9:45—Jacobson Jewelry, (C)
 9:50—Thesaurus, ET (S)
 10:00—Amos and Andy, N (C)
 10:15—Wig Waggin' with Wagner, (S)
 10:30—WOW News Tower, (C)
 10:45—NBC, (S)
 11:00—Music Box, (S)
 11:30—Hotel Kenmore Orch, N (S)
 12:00—Thesaurus, ET (S)

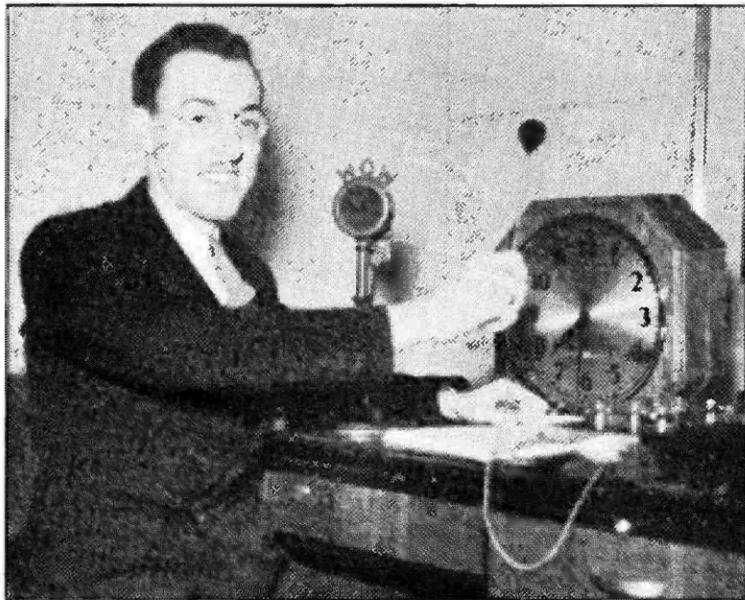
WEDNESDAY, JANUARY 26

6:00—Thesaurus, ET (S)
 6:30—Farm Front News, (C)
 6:35—Markets, (S)
 6:40—Thesaurus, ET (S)
 7:15—WOW News Tower, (C)
 7:30—Hayden's Musical Clock, ET (C)
 8:00—Coffee Pot Inn, (C)
 8:15—Hymns of Cheer, (S)

8:30—Pretty Kitty Kelly, ET (C)
 8:45—Monticello Party Line, ET (C)
 9:00—Mrs. Wiggs, N (C)
 9:15—John's Other Wife, N (C)
 9:30—Just Plain Bill, N (C)
 9:45—Today's Children, N (C)
 10:00—David Harum, N (C)
 10:15—Backstage Wife, N (C)
 10:30—How to Be Charming, N (C)
 10:45—Helo, Peggy! N (C)
 11:00—Your Home Town, ET (C)
 11:15—The O'Neills, N (C)
 11:30—Through the Years, N (S)
 11:45—Voice of Experience, ET (C)
 12:00—Markets, (S)
 12:10—Records, (S)
 12:15—Middly Melodies, ET (C)
 12:30—WOW News Tower, (C)
 12:40—Records, (S)
 12:45—Foster May, Man on the Street, (S)
 1:00—Your Home Town, ET (C)
 1:15—Markets, (S)
 1:25—Records, (S)

1938 STARS AT WORK

He CAN Get 'Em Up!



This is the man who gets you up every week-day morning on the 7:30 Hayden Musical Clock program. It's Ray Olson, and he looks like he's been working hours. As a matter of fact, he arrived on the job just 62 seconds before this photo was snapped. Note time on Western Union clock.

ALL TEN JANGLEERS



These four folks play 10 roles in "The Jangles." Jettabee Ann Hopkins, the author, with script, plays "Mother Jangles," "Jerry," "Jennie," age 8, and "Buddy," age 9. Agnes Cragin plays "Ollie Jones," "Susie Harper" and "Emily Potter." Larry Krell (left) plays "Jack Jangles" and "Adolph Wetzelheimer," and Henry Kosman plays "Fred Jones."

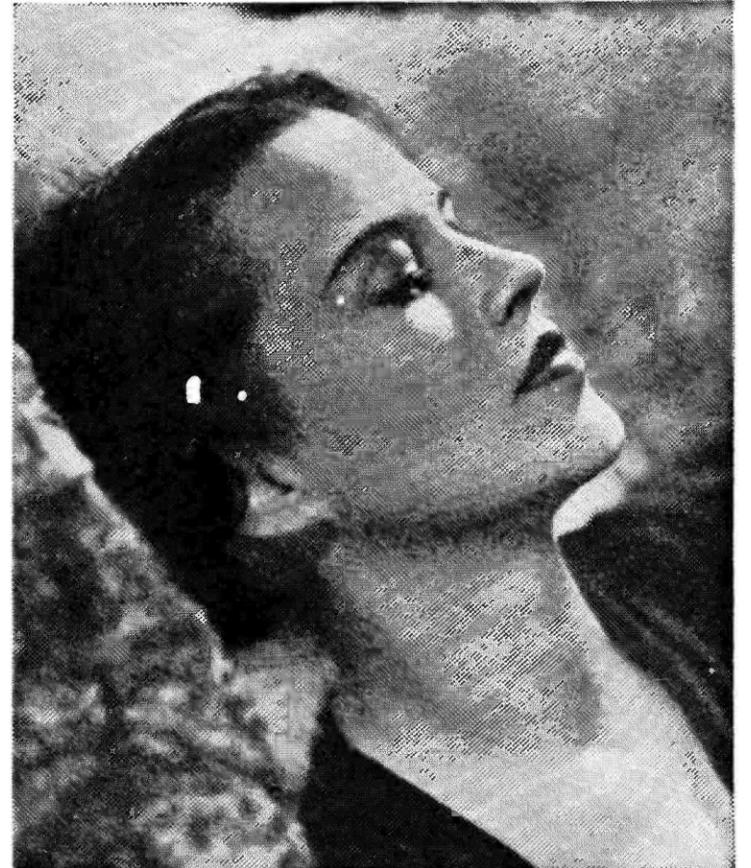
Stars of "The First Nighter"



Here are the co-stars of the First-Nighter dramas you hear every Friday at 9 p. m. on WOW, Les Tremayne and Barbara Luddy. This popular show recently began its eighth consecutive year on the air.

'O, Wind, If Winter Comes! FROST GALE

Alice Frost, below, lives up to her name only when she tosses an icy stare while heckling Fred Allen. She's known as the "girl with a thousand voices."



Perhaps you've never seen a Gale as calm as this. But Gale Page pursues her placid and unruffled manner on any type of radio show, for she's a topnotch songstress, comedienne and actress on many WOW programs from NBC. Right now she's doing her own singing program and acting in "Today's Children," the Pillsbury Flour Mills Co. week-day morning show.

Youthful Dundee 'Reporters' Quiz Foster May



Almost daily school paper "reporters" visit WOW to interview some WOW celebrity. Pictured at top is Kathleen Anderson, 5107 Cuming street, and below is Janis Baliman, 5429 Western avenue, snapped interviewing Foster May for the Dundee school paper.

Here's Benny's "Maxwell"



Kerplunk goes Jack Benny's "Maxwell"! And you hear it every Sunday evening via WOW on the Jell-O show. Photo shows Pinto Colvig, NBC sound effects expert, "crashing" the old wreck, as radio's No. 1 funny man looks on. The "Maxwell" is fast becoming a radio personality . . . one of the oddities of radio.